-A6635-84 10/90

1990 Radio Employee Compensation & Fringe Benefits Report

BCFM

National Association of NAB BROADCASTERS

BCFM

National Association of NAB BROADCASTERS

1990 RADIO EMPLOYEE COMPENSATION AND FRINGE BENEFITS REPORT

National Association of Broadcasters
1771 N Street, N.W., Washington, DC 20036
(202) 429-5300

Broadcast Cable Financial Management Association
701 Lee Street, Suite 1010, Des Plaines, IL 60016
(312) 296-0200

Prepared by: Brenda Helregel and Austin McLean,
NAB Research and Planning Department

For questions regarding this report call:
Mark R. Fratrik, Vice President/Economist
Brenda Helregel, Manager of Financial and Management Research
Austin McLean, Research Analyst
at (202) 429-5380

Additional copies of this report are available through NAB Services,
1771 N Street, N.W., Washington, DC 20036-2891
For price information, please call (800) 368-5644

© Copyright 1990, National Association of Broadcasters, Washington DC
All rights reserved.
ISBN 0-89324-093-1

Table of Contents

1 Methods

Compensation And Fringe Benefits Tables

2 Table I All Stations, 1452 Operations Reporting

All Stations By Revenue

4 Table II Revenue Over $8 Million, 39 Operations Reporting
6 Table III Revenue $5 - $8 Million, 54 Operations Reporting
8 Table IV Revenue $2 - $5 Million, 151 Operations Reporting
10 Table V Revenue $1 - $2 Million, 218 Operations Reporting
12 Table VI Revenue $500,000 - $1,000,000, 293 Operations Reporting
14 Table VII Revenue $250,000 - $500,000, 318 Operations Reporting
16 Table VIII Revenue Under $250,000, 379 Operations Reporting

All Stations by Population Size

18 Table IX Population Over 2.5 Million, 95 Operations Reporting
20 Table X Population 1 - 2.5 Million, 155 Operations Reporting
22 Table XI Population 500,000 - 1 Million, 130 Operations Reporting
24 Table XII Population 250,000 - 500,000, 165 Operations Reporting
26 Table XIII Population 100,000 - 250,000, 257 Operations Reporting
28 Table XIV Population 50,000 - 100,000, 210 Operations Reporting
30 Table XV Population 25,000 - 50,000, 239 Operations Reporting
32 Table XVI Population Under 25,000, 201 Operations Reporting

Fulltime AM Stations

34 Table XVII All Stations, 239 Operations Reporting
36 Table XVIII Population Over 1 Million, 51 Operations Reporting
38 Table XIX Population 250,000 - 1,000,000, 34 Operations Reporting
40 Table XX Population 50,000 - 250,000, 78 Operations Reporting
42 Table XXI Population Under 50,000, 76 Operations Reporting

FM Stations

44 Table XXII All Stations, 412 Operations Reporting
46 Table XXIII Population Over 1 Million, 96 Operations Reporting
48 Table XXIV Population 250,000 - 1,000,000, 97 Operations Reporting
50 Table XXV Population 50,000 - 250,000, 128 Operations Reporting
52 Table XXVI Population Under 50,000, 91 Operations Reporting

AM/FM Stations

54 Table XXVII All Stations, 687 Operations Reporting
56 Table XXVIII Population Over 1 Million, 91 Operations Reporting
58 Table XXIX Population 250,000 - 1,000,000, 153 Operations Reporting
60 Table XXX Population 50,000 - 250,000, 233 Operations Reporting
62 Table XXXI Population Under 50,000, 210 Operations Reporting

AM Daytime Stations

64 Table XXXII All Stations, 114 Operations Reporting
66 Table XXXIII Population Over 500,000, 17 Operations Reporting
68 Table XXXIV Population 50,000 - 500,000, 34 Operations Reporting
70 Table XXXV Population Under 50,000, 63 Operations Reporting

72 Definitions of Support Staff Positions

Methods

Questionnaires requesting salary and fringe benefits information were mailed to all U.S. commercial radio stations in May 1990. Of these 5,981 radio operations (AM/FM combos were included as one operation), 1,452 operations completed the survey resulting in a response rate of 24.3%. **Since this survey has such a low response rate, care should be taken when interpreting the data.**

From the information collected, 35 tables have been prepared based on revenue categories, station type (AM Fulltime, FM AM/FM, AM Daytime), and categories of market populations. Information regarding these categorizations were requested in the survey.

Respondents were given the following instructions to fill out the employee compensation information.

> **Fill in only those jobs which exist at your station.** Where duties of two classifications may be combined at your station, classify this person by major responsibility.
>
> **Base Salary.** The base salary for each department head and support staff should be the annual compensation level as of March 31, 1990. For sales personnel only, the annual compensation should be the 12 months of April 1, 1989 to March 31, 1990.
>
> **Starting Annual Salary.** The starting annual salaries are for new employees with little or no experience.
>
> **Bonus.** The bonus paid to each of the department heads should be for the period of April 1, 1989 through March 31, 1990.
>
> **Number of Fulltime Employees.** Fulltime is defined as employees working 30 hours or more a week. At radio-television stations, employees working in both radio and television will be included only if they regularly work 30 hours or more a week in radio.
>
> **Fringe Benefits.** Report fringe benefits offered to majority of employees.

Each table contains the average and median base salary for 12 different department heads as well as their average and median annual bonus. Also included in each table are average, median, and average starting salaries for 12 different support staff positions. Definitions of these support staff positions can be found on page 72.

Average and median compensation for sales staff as well as the percent of stations using each of eight different compensation methods also are found in each table. The final area covered in each table is fringe benefits information including average number of paid holidays and paid sick days as well as the amount of vacation offered.

Two items within the tables merit special attention. The first, N/R, signifies that no stations responded to that category. Second, the average bonus is the average for all reported department heads whether they received a bonus or not. When the median bonus is 0 it signifies that at least half of the stations responding with a salary figure did not pay a bonus to that position during the past year.

Table I — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	52,855	6,718	40,000	0
Chief Engineer	26,419	377	24,050	0
Contract Engineer	10,724	75	6,600	0
Program Director	30,431	1,311	22,493	0
Operations Director	29,666	966	23,000	0
News Director	21,556	274	18,500	0
Sports Director	20,975	174	16,000	0
Business Manager/Controller	24,527	466	21,000	0
Traffic Manager/Supervisor	16,748	173	15,500	0
Community/Public Affairs Director	18,652	155	15,600	0
Promotion/Marketing Director	25,333	677	23,320	0
Research Director	22,094	125	23,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	22,418	16,000	16,946
News Announcer	2	20,254	17,400	17,354
News Reporter	2	18,296	15,000	16,328
Farm Reporter	1	23,036	22,896	16,136
News Editor	2	20,221	16,000	18,363
Sports Reporter	1	22,431	17,550	19,454
Technician	2	22,188	20,000	18,700
Continuity Writer/Copywriter	1	16,663	15,600	14,397
Production Person	1	24,159	22,000	21,145
Music Person	1	23,695	20,950	19,363
Traffic/Computer Operator	1	15,636	14,688	13,471
Sales Support Person	2	16,586	16,500	14,905

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	29,013	52,076	48,815	63,489	28,403
Median	22,500	43,500	42,000	63,000	24,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	12	8	9	18
Salary & Bonus	1	22	15	22	21
Straight Com.	23	4	8	11	5
Draw Against Com.	32	5	6	5	3
Salary & Com.	24	26	28	24	37
Salary, Bonus & Com.	11	26	30	25	11
Straight Com. w/bonus	7	4	4	4	3
Other	0	1	1	1	3

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **24%** No **76%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	38	3	43	16
	Dependents	7	34	38	21
Surgical Benefits:	Employee	37	2	41	20
	Dependents	6	33	36	25
Major Medical:	Employee	38	2	42	18
	Dependents	7	34	36	24
H.M.O.:	Employee	9	1	12	78
	Dependents	2	8	11	79
Dental:	Employee	14	5	21	60
	Dependents	2	16	20	62
Vision:	Employee	5	3	8	84
	Dependents	1	6	7	86
Disability:	Short Term	20	4	12	63
	Long Term	14	8	12	66
Accidental Death:	Employee	33	4	20	44
	Dependents	6	16	13	65
Group Life:	Employee	40	4	25	31
	Dependents	6	18	15	61
Pension Plan		8	1	2	89
Profit Sharing		7	0	2	92
401-K Plan		1	3	12	83
Employee Stock Option Plan		1	3	1	95
Education/Career Development					
Tuition Reinbursement		15	1	14	70
Workshops, Seminars etc.		39	1	9	50

Table II
Revenue Size Over $8 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	141,474	34,984	147,750	29,180
Chief Engineer	54,720	1,780	54,000	0
Contract Engineer	35,865	357	36,000	0
Program Director	95,970	13,489	90,000	156
Operations Director	74,384	2,299	62,000	0
News Director	57,108	912	54,204	0
Sports Director	59,857	379	51,300	0
Business Manager/Controller	56,185	3,078	57,500	0
Traffic Manager/Supervisor	32,164	792	30,420	0
Community/Public Affairs Director	34,371	227	28,000	0
Promotion/Marketing Director	41,981	1,219	40,000	0
Research Director	31,801	444	28,600	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	9	78,611	71,000	52,335
News Announcer	3	51,244	46,500	46,082
News Reporter	5	40,949	41,021	35,935
Farm Reporter	1	56,708	43,395	27,976
News Editor	3	35,849	41,000	36,332
Sports Reporter	2	53,432	52,000	40,220
Technician	4	36,279	36,500	29,966
Continuity Writer/Copywriter	2	23,189	22,000	20,452
Production Person	2	41,248	37,665	38,364
Music Person	1	41,328	35,000	34,167
Traffic/Computer Operator	2	25,034	21,920	20,718
Sales Support Person	3	21,494	21,000	19,067

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	12				
Annual Compensation ($)					
Average	63,230	135,087	101,089	94,389	53,725
Median	59,000	128,925	96,500	92,045	44,463

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	0	3	0
Salary & Bonus	0	47	38	33	23
Straight Com.	36	0	3	6	0
Draw Against Com.	23	3	3	3	0
Salary & Com.	18	6	15	21	46
Salary, Bonus & Com.	5	32	35	27	23
Straight Com. w/bonus	18	6	6	6	8
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **38%** No **63%**

	Years of Service							
Paid Vacation (average weeks)	1	2	3	5	10	15	20+	Paid Holidays (average) **9**
	2	2	2	3	3	4	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	28	0	69	3
	Dependents	0	10	85	5
Surgical Benefits:	Employee	26	0	69	5
	Dependents	0	10	82	8
Major Medical:	Employee	28	0	69	3
	Dependents	0	13	82	5
H.M.O.:	Employee	8	0	51	41
	Dependents	0	5	54	41
Dental:	Employee	28	0	64	8
	Dependents	3	10	79	8
Vision:	Employee	10	5	33	51
	Dependents	0	13	33	54
Disability:	Short Term	41	8	21	31
	Long Term	38	18	38	5
Accidental Death:	Employee	56	8	31	5
	Dependents	10	26	31	33
Group Life:	Employee	51	5	41	3
	Dependents	13	21	36	31
Pension Plan		49	0	10	41
Profit Sharing		21	0	5	74
401-K Plan		3	5	67	26
Employee Stock Option Plan		8	10	18	64
Education/Career Development					
Tuition Reinbursement		38	3	31	28
Workshops, Seminars etc.		74	3	10	13

Table III
Revenue Size $5 - $8 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	131,183	20,916	123,500	11,057
Chief Engineer	42,565	764	40,000	0
Contract Engineer	30,362	239	30,600	0
Program Director	71,338	4,833	65,000	500
Operations Director	64,113	4,310	57,200	0
News Director	38,321	866	36,200	0
Sports Director	40,563	0	38,200	0
Business Manager/Controller	38,415	1,606	36,000	0
Traffic Manager/Supervisor	25,122	287	25,000	0
Community/Public Affairs Director	28,410	22	24,850	0
Promotion/Marketing Director	30,389	575	29,500	0
Research Director	22,150	108	23,169	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	8	52,330	39,156	29,788
News Announcer	3	28,829	29,000	24,740
News Reporter	2	20,835	23,140	22,244
Farm Reporter	1	65,000	65,000	N/R
News Editor	3	11,024	11,024	7,904
Sports Reporter	1	25,736	25,370	22,135
Technician	1	26,322	24,000	20,266
Continuity Writer/Copywriter	1	20,443	20,250	16,836
Production Person	1	29,764	29,328	24,344
Music Person	1	31,401	30,000	22,400
Traffic/Computer Operator	1	21,555	21,500	17,735
Sales Support Person	2	19,281	19,300	16,287

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	9				
Annual Compensation ($)					
Average	68,816	105,636	77,413	80,104	40,575
Median	50,000	104,543	73,369	80,000	33,300

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	4	5	0	5
Salary & Bonus	0	35	30	30	25
Straight Com.	35	4	11	10	0
Draw Against Com.	43	4	8	0	10
Salary & Com.	9	10	11	20	35
Salary, Bonus & Com.	6	39	30	33	20
Straight Com. w/bonus	7	4	5	7	0
Other	0	0	0	0	5

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **24%** No **76%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **8**
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	54	0	46	0
	Dependents	7	22	70	0
Surgical Benefits:	Employee	54	0	43	4
	Dependents	7	19	69	6
Major Medical:	Employee	54	0	46	0
	Dependents	7	22	69	2
H.M.O.:	Employee	22	0	28	50
	Dependents	2	9	39	50
Dental:	Employee	37	13	33	17
	Dependents	4	24	54	19
Vision:	Employee	7	6	11	76
	Dependents	0	6	17	78
Disability:	Short Term	43	6	19	33
	Long Term	33	15	28	24
Accidental Death:	Employee	44	11	28	17
	Dependents	11	19	24	46
Group Life:	Employee	61	2	28	9
	Dependents	15	17	28	41
Pension Plan		31	2	0	67
Profit Sharing		9	0	2	89
401-K Plan		0	13	46	41
Employee Stock Option Plan		2	6	2	91
Education/Career Development					
Tuition Reinbursement		26	2	22	50
Workshops, Seminars etc.		43	2	15	41

Table IV
Revenue Size $2 - $5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	93,849	14,294	90,000	7,000
Chief Engineer	35,122	421	35,000	0
Contract Engineer	17,898	17	18,500	0
Program Director	47,999	2,449	42,500	0
Operations Director	46,031	2,091	40,250	0
News Director	29,001	326	28,000	0
Sports Director	31,976	411	25,046	0
Business Manager/Controller	33,457	606	32,000	0
Traffic Manager/Supervisor	21,507	174	20,400	0
Community/Public Affairs Director	20,454	171	20,000	0
Promotion/Marketing Director	26,799	679	25,000	0
Research Director	21,805	46	20,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	34,407	29,606	20,798
News Announcer	2	25,431	23,834	19,047
News Reporter	2	20,909	19,371	17,369
Farm Reporter	1	28,322	27,870	21,000
News Editor	3	21,244	18,488	14,853
Sports Reporter	1	23,261	21,150	22,250
Technician	2	23,448	22,680	17,806
Continuity Writer/Copywriter	1	19,394	17,514	16,290
Production Person	1	27,083	26,817	22,393
Music Person	1	24,677	23,850	20,209
Traffic/Computer Operator	1	19,004	18,848	15,617
Sales Support Person	1	17,844	18,000	15,758

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	46,902	79,893	60,739	59,081	32,977
Median	40,000	79,000	60,000	58,444	29,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	3	5	11	13
Salary & Bonus	0	29	25	27	17
Straight Com.	34	3	6	11	10
Draw Against Com.	37	2	3	2	3
Salary & Com.	10	26	27	20	50
Salary, Bonus & Com.	7	35	30	22	7
Straight Com. w/bonus	12	2	3	7	0
Other	1	0	1	0	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **29%** No **71%**

Paid Vacation	Years of Service							Paid Holidays (average) **8**
	1	2	3	5	10	15	20+	
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	41	0	58	1
	Dependents	6	33	57	3
Surgical Benefits:	Employee	39	0	56	5
	Dependents	6	31	55	8
Major Medical:	Employee	39	0	59	3
	Dependents	6	33	55	6
H.M.O.:	Employee	12	0	29	59
	Dependents	1	14	24	61
Dental:	Employee	17	7	45	30
	Dependents	1	21	44	35
Vision:	Employee	7	3	15	76
	Dependents	1	7	15	77
Disability:	Short Term	38	6	23	33
	Long Term	29	15	25	31
Accidental Death:	Employee	45	4	33	18
	Dependents	5	23	24	48
Group Life:	Employee	54	2	35	9
	Dependents	5	27	21	47
Pension Plan		26	0	3	71
Profit Sharing		13	1	5	82
401-K Plan		2	7	36	55
Employee Stock Option Plan		3	11	3	83
Education/Career Development					
Tuition Reinbursement		21	1	30	48
Workshops, Seminars etc.		57	1	13	29

Table V
Revenue Size $1 - $2 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	65,126	9,915	60,000	1,250
Chief Engineer	26,416	237	25,000	0
Contract Engineer	13,844	253	14,000	0
Program Director	31,887	801	30,000	0
Operations Director	28,989	1,258	27,650	0
News Director	22,470	317	21,000	0
Sports Director	22,075	327	20,500	0
Business Manager/Controller	24,254	371	22,360	0
Traffic Manager/Supervisor	17,500	267	17,000	0
Community/Public Affairs Director	16,786	423	15,600	0
Promotion/Marketing Director	20,079	838	19,500	0
Research Director	13,187	0	13,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	23,930	19,500	18,739
News Announcer	2	18,650	18,000	15,804
News Reporter	2	15,616	14,914	14,067
Farm Reporter	1	20,640	22,896	15,955
News Editor	2	19,531	20,000	15,433
Sports Reporter	1	16,551	18,100	14,879
Technician	2	20,445	17,911	17,800
Continuity Writer/Copywriter	1	17,384	16,779	15,036
Production Person	1	21,000	19,750	17,571
Music Person	1	22,854	20,310	16,664
Traffic/Computer Operator	1	15,868	15,200	13,546
Sales Support Person	1	15,592	15,000	14,209

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	34,029	57,329	44,862	46,890	23,607
Median	28,000	54,000	42,000	48,000	25,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	8	8	15	18
Salary & Bonus	1	24	14	10	29
Straight Com.	18	3	5	10	6
Draw Against Com.	48	5	6	8	0
Salary & Com.	15	27	31	25	35
Salary, Bonus & Com.	10	29	34	30	6
Straight Com. w/bonus	7	5	0	0	0
Other	1	0	1	3	6

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **27%** No **73%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	48	1	48	3
	Dependents	8	40	45	7
Surgical Benefits:	Employee	49	1	45	5
	Dependents	8	39	44	9
Major Medical:	Employee	48	1	49	3
	Dependents	7	40	44	8
H.M.O.:	Employee	13	0	12	74
	Dependents	1	9	13	77
Dental:	Employee	21	6	27	47
	Dependents	3	22	27	49
Vision:	Employee	8	2	8	82
	Dependents	0	9	6	84
Disability:	Short Term	25	5	12	59
	Long Term	21	8	11	60
Accidental Death:	Employee	48	2	20	30
	Dependents	10	16	17	58
Group Life:	Employee	54	4	28	14
	Dependents	7	19	21	53
Pension Plan		9	0	2	89
Profit Sharing		7	0	1	92
401-K Plan		3	7	15	75
Employee Stock Option Plan		0	4	0	95
Education/Career Development					
Tuition Reinbursement		17	1	18	64
Workshops, Seminars etc.		47	1	12	39

Table VI
Revenue Size $500,000 - $1,000,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	47,667	5,055	45,000	0
Chief Engineer	19,904	392	18,000	0
Contract Engineer	11,333	54	8,400	0
Program Director	24,262	570	22,000	0
Operations Director	23,205	307	20,000	0
News Director	18,571	330	18,000	0
Sports Director	15,913	136	15,536	0
Business Manager/Controller	19,836	161	18,000	0
Traffic Manager/Supervisor	15,087	176	15,000	0
Community/Public Affairs Director	14,361	49	13,200	0
Promotion/Marketing Director	20,212	34	16,000	0
Research Director	13,867	0	13,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	17,714	16,000	13,228
News Announcer	1	15,974	15,600	13,846
News Reporter	1	13,940	14,000	12,165
Farm Reporter	1	17,450	15,000	15,058
News Editor	1	18,790	19,000	17,754
Sports Reporter	1	13,454	15,000	11,950
Technician	2	15,858	12,740	11,756
Continuity Writer/Copywriter	1	13,893	14,000	12,431
Production Person	1	19,103	18,000	17,436
Music Person	1	17,355	15,600	15,093
Traffic/Computer Operator	1	14,101	13,200	12,492
Sales Support Person	2	15,591	14,640	13,104

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	23,033	40,974	37,429	37,757	22,456
Median	22,000	38,000	34,000	30,000	21,100

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	12	8	9	67
Salary & Bonus	0	23	9	22	33
Straight Com.	22	4	9	13	0
Draw Against Com.	33	5	8	4	0
Salary & Com.	23	23	25	26	0
Salary, Bonus & Com.	14	27	32	26	0
Straight Com. w/bonus	7	7	5	0	0
Other	0	1	3	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	1	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	1	46	6
	Dependents	7	46	35	12
Surgical Benefits:	Employee	44	1	44	11
	Dependents	6	44	32	18
Major Medical:	Employee	47	1	45	7
	Dependents	7	46	32	15
H.M.O.:	Employee	9	1	12	78
	Dependents	1	10	10	79
Dental:	Employee	13	8	19	60
	Dependents	2	23	13	62
Vision:	Employee	4	3	9	84
	Dependents	0	9	5	85
Disability:	Short Term	21	4	14	61
	Long Term	11	8	12	70
Accidental Death:	Employee	36	2	23	39
	Dependents	6	22	10	63
Group Life:	Employee	49	3	27	21
	Dependents	5	22	13	61
Pension Plan		3	2	2	92
Profit Sharing		5	1	1	93
401-K Plan		2	2	7	89
Employee Stock Option Plan		1	2	0	97
Education/Career Development					
Tuition Reinbursement		15	1	10	74
Workshops, Seminars etc.		37	1	9	53

Table VII
Revenue Size $250,000 - $500,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	34,215	2,461	30,000	0
Chief Engineer	15,643	79	15,000	0
Contract Engineer	9,218	66	5,400	0
Program Director	19,162	246	18,000	0
Operations Director	18,841	313	18,000	0
News Director	15,591	64	15,000	0
Sports Director	12,422	58	14,000	0
Business Manager/Controller	17,141	71	16,800	0
Traffic Manager/Supervisor	13,374	41	13,000	0
Community/Public Affairs Director	12,748	36	13,000	0
Promotion/Marketing Director	18,929	115	19,750	0
Research Director	9,000	0	9,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	15,830	13,200	13,582
News Announcer	1	13,738	13,000	11,717
News Reporter	1	13,590	13,000	11,473
Farm Reporter	1	15,150	13,500	10,800
News Editor	1	14,282	14,050	12,749
Sports Reporter	1	13,443	12,600	12,578
Technician	2	12,793	12,500	15,927
Continuity Writer/Copywriter	1	12,837	12,480	11,447
Production Person	1	16,066	13,000	15,479
Music Person	1	12,320	12,150	12,963
Traffic/Computer Operator	1	12,871	12,480	11,204
Sales Support Person	2	14,650	14,700	13,002

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	19,396	32,970	26,423	24,857	19,211
Median	18,000	30,000	24,000	22,000	17,200

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	11	8	6	25
Salary & Bonus	1	17	4	6	0
Straight Com.	19	4	13	12	0
Draw Against Com.	29	5	8	18	0
Salary & Com.	30	34	30	53	50
Salary, Bonus & Com.	12	25	34	0	13
Straight Com. w/bonus	6	3	3	6	13
Other	0	1	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **25%** No **75%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	35	4	46	15
	Dependents	5	37	36	22
Surgical Benefits:	Employee	33	3	45	19
	Dependents	5	34	36	26
Major Medical:	Employee	34	4	44	18
	Dependents	5	35	35	25
H.M.O.:	Employee	6	2	6	87
	Dependents	2	5	5	88
Dental:	Employee	8	3	16	73
	Dependents	2	10	13	75
Vision:	Employee	4	2	6	89
	Dependents	2	4	5	90
Disability:	Short Term	11	3	12	74
	Long Term	7	4	8	80
Accidental Death:	Employee	25	4	19	52
	Dependents	6	10	12	72
Group Life:	Employee	31	5	27	36
	Dependents	4	16	15	65
Pension Plan		2	0	1	97
Profit Sharing		8	0	1	91
401-K Plan		0	1	3	96
Employee Stock Option Plan		0	1	1	98
Education/Career Development					
Tuition Reinbursement		15	1	10	74
Workshops, Seminars etc.		37	1	8	54

Table VIII
Revenue Size Under $250,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,675	1,170	24,000	0
Chief Engineer	11,925	8	9,450	0
Contract Engineer	6,576	18	3,950	0
Program Director	15,802	96	14,400	0
Operations Director	15,109	13	15,000	0
News Director	13,294	53	13,000	0
Sports Director	10,609	50	10,500	0
Business Manager/Controller	15,259	116	12,240	0
Traffic Manager/Supervisor	11,130	13	10,400	0
Community/Public Affairs Director	14,706	13	14,350	0
Promotion/Marketing Director	17,287	1,667	17,500	0
Research Director	24,389	0	24,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	13,078	11,300	13,588
News Announcer	1	13,408	13,000	12,690
News Reporter	1	11,351	12,000	10,601
Farm Reporter	1	15,233	10,200	14,100
News Editor	1	10,599	10,000	9,797
Sports Reporter	1	9,945	10,000	9,752
Technician	2	14,156	9,863	17,353
Continuity Writer/Copywriter	1	13,307	12,000	10,643
Production Person	1	12,324	12,000	13,875
Music Person	1	9,803	9,480	9,203
Traffic/Computer Operator	1	11,296	11,000	10,590
Sales Support Person	1	11,731	9,800	12,950

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	15,208	23,167	22,579	46,697	16,965
Median	14,673	22,000	21,000	50,269	16,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	27	15	25	27
Salary & Bonus	1	11	3	13	18
Straight Com.	21	5	9	25	9
Draw Against Com.	19	6	6	6	0
Salary & Com.	38	29	45	6	18
Salary, Bonus & Com.	12	16	13	19	9
Straight Com. w/bonus	4	2	7	0	9
Other	0	3	1	6	9

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **19%** No **81%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	2	2	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	27	5	26	42
	Dependents	8	24	18	50
Surgical Benefits:	Employee	26	4	24	46
	Dependents	8	23	16	53
Major Medical:	Employee	27	4	23	45
	Dependents	8	23	16	53
H.M.O.:	Employee	6	3	4	87
	Dependents	2	6	3	89
Dental:	Employee	9	4	7	80
	Dependents	2	9	6	83
Vision:	Employee	4	2	3	90
	Dependents	1	4	3	92
Disability:	Short Term	13	3	6	78
	Long Term	8	6	5	81
Accidental Death:	Employee	18	3	10	68
	Dependents	4	12	7	77
Group Life:	Employee	21	5	13	61
	Dependents	5	13	9	73
Pension Plan		1	1	1	96
Profit Sharing		2	0	1	97
401-K Plan		0	1	2	97
Employee Stock Option Plan		0	0	0	99
Education/Career Development					
Tuition Reinbursement		9	1	8	82
Workshops, Seminars etc.		27	1	7	64

Table IX
Population Size Over 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	118,035	22,860	120,000	8,750
Chief Engineer	46,965	1,084	47,800	0
Contract Engineer	22,598	0	17,000	0
Program Director	71,402	5,644	65,000	0
Operations Director	57,799	2,857	52,434	0
News Director	45,034	747	43,000	0
Sports Director	50,548	289	45,666	0
Business Manager/Controller	44,057	1,390	42,250	0
Traffic Manager/Supervisor	27,768	492	26,325	0
Community/Public Affairs Director	29,702	190	28,080	0
Promotion/Marketing Director	39,333	862	38,000	0
Research Director	26,954	38	26,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	53,911	45,000	37,989
News Announcer	2	40,698	37,500	38,124
News Reporter	4	38,756	35,588	36,218
Farm Reporter	2	63,365	63,365	21,988
News Editor	4	34,080	36,661	30,239
Sports Reporter	2	52,313	52,000	38,119
Technician	3	32,713	30,939	27,158
Continuity Writer/Copywriter	1	25,298	23,050	20,245
Production Person	2	35,482	33,000	32,411
Music Person	1	33,297	30,000	31,227
Traffic/Computer Operator	1	23,286	22,000	20,057
Sales Support Person	2	20,910	20,900	18,447

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	49,349	109,259	86,230	87,151	52,322
Median	49,688	112,793	80,758	85,000	39,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	8	4	2	0
Salary & Bonus	0	32	32	27	30
Straight Com.	32	3	7	12	0
Draw Against Com.	28	3	4	4	5
Salary & Com.	24	21	18	22	35
Salary, Bonus & Com.	5	32	34	31	25
Straight Com. w/bonus	11	1	2	2	5
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **28%** No **72%**

Paid Vacation	Years of Service							Paid Holidays (average) **9**
	1	2	3	5	10	15	20+	
(average weeks)	2	2	2	3	3	4	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	44	1	55	0
	Dependents	11	24	63	2
Surgical Benefits:	Employee	41	0	52	8
	Dependents	10	19	61	10
Major Medical:	Employee	42	0	55	3
	Dependents	11	23	59	8
H.M.O.:	Employee	13	0	32	55
	Dependents	1	9	35	55
Dental:	Employee	28	6	47	18
	Dependents	3	18	56	23
Vision:	Employee	8	3	19	70
	Dependents	0	9	20	71
Disability:	Short Term	38	3	20	39
	Long Term	30	12	29	29
Accidental Death:	Employee	47	4	30	18
	Dependents	13	23	25	40
Group Life:	Employee	59	1	32	8
	Dependents	14	19	26	41
Pension Plan		34	0	6	59
Profit Sharing		12	0	6	82
401-K Plan		4	2	43	51
Employee Stock Option Plan		3	11	8	78
Education/Career Development					
Tuition Reinbursement		22	0	27	52
Workshops, Seminars etc.		48	0	12	40

Table X
Population Size 1 Million - 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	90,153	13,307	90,000	3,850
Chief Engineer	37,629	571	37,000	0
Contract Engineer	19,493	141	16,950	0
Program Director	51,787	3,283	50,000	0
Operations Director	51,798	2,491	36,300	0
News Director	30,980	419	29,812	0
Sports Director	40,444	313	33,000	0
Business Manager/Controller	33,883	909	31,200	0
Traffic Manager/Supervisor	22,037	224	22,000	0
Community/Public Affairs Director	21,084	75	21,450	0
Promotion/Marketing Director	27,614	708	25,600	0
Research Director	22,909	271	20,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	6	33,953	30,000	25,309
News Announcer	2	26,354	24,000	20,740
News Reporter	3	22,830	22,000	17,695
Farm Reporter	1	38,746	37,493	15,000
News Editor	3	22,129	21,500	15,301
Sports Reporter	1	31,013	27,896	21,241
Technician	2	25,473	25,560	19,804
Continuity Writer/Copywriter	1	18,013	18,000	17,715
Production Person	1	27,821	28,500	24,285
Music Person	1	31,555	29,000	21,957
Traffic/Computer Operator	1	19,398	19,600	16,127
Sales Support Person	1	17,797	18,000	15,969

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	47,420	79,203	64,982	65,793	34,366
Median	39,684	76,500	60,800	63,000	30,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	6	7	9	3
Salary & Bonus	1	33	24	33	30
Straight Com.	26	4	5	7	3
Draw Against Com.	44	1	5	0	3
Salary & Com.	11	22	23	24	52
Salary, Bonus & Com.	8	30	26	17	3
Straight Com. w/bonus	8	3	7	11	0
Other	1	1	3	0	6

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **19%** No **81%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **8**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	44	0	49	6
	Dependents	5	31	55	9
Surgical Benefits:	Employee	43	0	47	10
	Dependents	5	28	53	14
Major Medical:	Employee	44	0	50	6
	Dependents	5	31	53	11
H.M.O.:	Employee	16	0	27	56
	Dependents	1	13	27	58
Dental:	Employee	22	6	36	36
	Dependents	2	20	39	39
Vision:	Employee	7	5	18	71
	Dependents	0	10	18	72
Disability:	Short Term	34	6	16	43
	Long Term	25	13	21	42
Accidental Death:	Employee	42	5	27	26
	Dependents	4	21	21	53
Group Life:	Employee	45	5	31	19
	Dependents	6	23	25	46
Pension Plan		22	3	3	72
Profit Sharing		7	0	2	91
401-K Plan		1	4	34	60
Employee Stock Option Plan		2	12	3	82
Education/Career Development					
Tuition Reinbursement		20	3	22	55
Workshops, Seminars etc.		50	3	9	38

Table XI
Population Size 500,000 - 1,000,000 — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	74,055	8,067	73,500	0
Chief Engineer	28,387	188	30,000	0
Contract Engineer	12,055	207	12,000	0
Program Director	38,135	1,409	36,000	0
Operations Director	37,356	664	34,500	0
News Director	24,893	149	24,000	0
Sports Director	22,522	58	20,500	0
Business Manager/Controller	27,014	501	25,200	0
Traffic Manager/Supervisor	18,078	34	18,000	0
Community/Public Affairs Director	18,447	63	17,500	0
Promotion/Marketing Director	23,245	273	21,500	0
Research Director	21,422	100	24,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	32,664	22,375	23,706
News Announcer	2	21,406	20,800	16,647
News Reporter	2	16,198	15,372	16,134
Farm Reporter	1	N/R	N/R	N/R
News Editor	1	19,881	19,000	18,900
Sports Reporter	1	19,852	20,000	19,700
Technician	2	20,625	18,500	18,170
Continuity Writer/Copywriter	1	18,908	17,000	15,712
Production Person	1	23,408	22,000	19,117
Music Person	1	24,674	26,000	22,422
Traffic/Computer Operator	1	16,805	16,350	14,661
Sales Support Person	1	16,987	16,494	15,321

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	42,073	65,126	56,784	51,934	29,632
Median	30,000	62,102	56,457	50,000	27,250

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	4	5	19	6
Salary & Bonus	0	27	23	24	19
Straight Com.	25	3	5	5	13
Draw Against Com.	44	7	11	10	6
Salary & Com.	15	31	30	14	44
Salary, Bonus & Com.	6	27	23	24	13
Straight Com. w/bonus	9	2	2	5	0
Other	2	0	2	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **22%** No **78%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	45	1	42	12
	Dependents	4	40	42	15
Surgical Benefits:	Employee	45	1	39	15
	Dependents	4	39	39	18
Major Medical:	Employee	45	1	42	12
	Dependents	4	41	39	16
H.M.O.:	Employee	15	2	18	65
	Dependents	3	12	18	67
Dental:	Employee	25	8	28	38
	Dependents	1	29	29	41
Vision:	Employee	8	3	7	82
	Dependents	2	6	7	85
Disability:	Short Term	26	5	16	53
	Long Term	19	12	18	52
Accidental Death:	Employee	37	3	18	42
	Dependents	4	14	18	65
Group Life:	Employee	49	1	23	27
	Dependents	5	17	16	62
Pension Plan		8	0	2	90
Profit Sharing		7	2	0	92
401-K Plan		1	8	17	75
Employee Stock Option Plan		0	1	2	98
Education/Career Development					
Tuition Reinbursement		22	0	12	65
Workshops, Seminars etc.		41	2	12	46

Table XII
Population Size 250,000 - 500,000 — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	56,207	5,503	55,000	0
Chief Engineer	23,504	122	24,000	0
Contract Engineer	12,634	35	9,300	0
Program Director	28,794	747	27,000	0
Operations Director	27,389	2,386	23,400	0
News Director	20,674	122	20,100	0
Sports Director	19,922	368	20,500	0
Business Manager/Controller	23,466	174	22,000	0
Traffic Manager/Supervisor	16,302	89	16,000	0
Community/Public Affairs Director	16,985	124	15,300	0
Promotion/Marketing Director	17,096	115	16,000	0
Research Director	16,324	0	10,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	21,890	18,000	15,991
News Announcer	2	18,403	18,000	15,874
News Reporter	2	17,017	15,000	15,029
Farm Reporter	1	25,845	25,200	17,400
News Editor	1	15,721	15,500	13,250
Sports Reporter	1	17,415	18,000	19,333
Technician	2	20,825	20,650	18,084
Continuity Writer/Copywriter	1	17,091	16,320	14,761
Production Person	1	20,073	18,280	18,705
Music Person	1	19,426	18,960	14,590
Traffic/Computer Operator	1	15,914	15,600	13,255
Sales Support Person	1	14,776	13,500	13,509

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	28,852	49,222	42,266	50,352	25,262
Median	25,000	50,000	40,125	51,000	25,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	9	12	9	40
Salary & Bonus	0	26	12	13	10
Straight Com.	20	2	4	9	10
Draw Against Com.	42	5	4	4	0
Salary & Com.	21	29	31	30	20
Salary, Bonus & Com.	11	27	38	30	10
Straight Com. w/bonus	5	2	0	0	10
Other	0	0	0	4	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **33%** No **68%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	43	2	45	10
	Dependents	9	39	38	15
Surgical Benefits:	Employee	42	2	45	11
	Dependents	8	39	37	16
Major Medical:	Employee	42	2	45	11
	Dependents	8	40	37	16
H.M.O.:	Employee	9	1	11	79
	Dependents	1	9	9	80
Dental:	Employee	12	5	21	62
	Dependents	2	16	19	62
Vision:	Employee	9	3	5	83
	Dependents	1	9	5	85
Disability:	Short Term	25	6	13	55
	Long Term	14	10	13	63
Accidental Death:	Employee	43	3	26	28
	Dependents	10	21	16	53
Group Life:	Employee	52	4	28	16
	Dependents	7	23	16	54
Pension Plan		9	1	1	90
Profit Sharing		6	1	2	91
401-K Plan		1	7	9	83
Employee Stock Option Plan		2	1	1	96
Education/Career Development					
Tuition Reinbursement		14	2	14	70
Workshops, Seminars etc.		41	1	9	50

Table XIII
Population Size 100,000 - 250,000 — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	44,382	6,614	40,750	0
Chief Engineer	19,952	261	19,880	0
Contract Engineer	10,288	165	7,200	0
Program Director	23,266	561	21,616	0
Operations Director	24,569	127	24,000	0
News Director	19,122	288	18,000	0
Sports Director	17,223	73	15,510	0
Business Manager/Controller	19,633	293	18,000	0
Traffic Manager/Supervisor	15,029	318	15,000	0
Community/Public Affairs Director	14,941	445	14,700	0
Promotion/Marketing Director	19,389	86	16,425	0
Research Director	9,973	0	13,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	17,495	15,600	13,501
News Announcer	2	15,693	15,000	13,131
News Reporter	2	14,191	14,000	13,102
Farm Reporter	1	21,367	22,896	18,200
News Editor	1	17,407	15,800	15,250
Sports Reporter	1	14,265	12,220	13,807
Technician	2	16,230	14,000	13,643
Continuity Writer/Copywriter	1	15,739	15,600	13,531
Production Person	1	16,013	16,100	13,921
Music Person	1	18,054	16,205	15,088
Traffic/Computer Operator	1	14,010	13,510	12,441
Sales Support Person	2	14,130	14,000	12,642

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	22,797	42,130	35,920	35,715	20,851
Median	21,550	40,000	32,000	40,000	24,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	13	8	13	25
Salary & Bonus	1	17	10	6	25
Straight Com.	17	3	11	9	0
Draw Against Com.	39	5	6	16	0
Salary & Com.	25	25	24	34	50
Salary, Bonus & Com.	10	33	41	22	0
Straight Com. w/bonus	7	3	0	0	0
Other	0	1	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **28%** No **72%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	39	4	45	12
	Dependents	8	38	34	20
Surgical Benefits:	Employee	38	3	43	16
	Dependents	8	36	32	24
Major Medical:	Employee	40	3	44	13
	Dependents	8	36	34	23
H.M.O.:	Employee	11	1	12	77
	Dependents	2	9	9	80
Dental:	Employee	16	5	23	55
	Dependents	4	19	18	59
Vision:	Employee	6	2	9	82
	Dependents	1	7	7	84
Disability:	Short Term	16	2	11	71
	Long Term	14	6	9	71
Accidental Death:	Employee	36	3	18	43
	Dependents	9	17	9	64
Group Life:	Employee	41	4	24	30
	Dependents	5	19	15	61
Pension Plan		5	1	1	93
Profit Sharing		7	0	1	92
401-K Plan		0	4	9	87
Employee Stock Option Plan		1	2	0	97
Education/Career Development					
Tuition Reinbursement		15	1	14	70
Workshops, Seminars etc.		42	2	8	48

Table XIV
Population Size 50,000 - 100,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	37,682	3,892	35,500	0
Chief Engineer	17,456	415	17,273	0
Contract Engineer	8,184	69	6,000	0
Program Director	19,613	581	18,000	0
Operations Director	20,757	164	18,800	0
News Director	17,311	260	16,500	0
Sports Director	14,432	242	14,750	0
Business Manager/Controller	17,642	193	16,350	0
Traffic Manager/Supervisor	14,011	72	14,000	0
Community/Public Affairs Director	13,695	14	13,350	0
Promotion/Marketing Director	17,722	3,622	15,900	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	15,400	13,500	11,822
News Announcer	1	14,747	14,000	13,028
News Reporter	1	13,639	14,050	12,218
Farm Reporter	1	16,186	14,500	15,253
News Editor	1	13,591	15,524	13,260
Sports Reporter	1	11,256	13,250	6,850
Technician	1	16,731	15,000	14,160
Continuity Writer/Copywriter	1	13,058	12,940	12,440
Production Person	1	14,875	12,175	13,980
Music Person	1	15,149	15,300	13,770
Traffic/Computer Operator	1	13,254	13,000	11,187
Sales Support Person	2	12,927	11,550	10,386

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	21,598	36,340	34,145	38,873	18,913
Median	19,250	32,000	30,000	30,225	16,650

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	12	9	18	64
Salary & Bonus	0	15	9	9	0
Straight Com.	24	3	7	18	0
Draw Against Com.	22	3	9	0	0
Salary & Com.	30	27	30	18	9
Salary, Bonus & Com.	15	29	23	27	18
Straight Com. w/bonus	7	10	11	9	9
Other	0	1	2	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **18%** No **82%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	37	2	43	17
	Dependents	4	42	34	20
Surgical Benefits:	Employee	35	2	42	21
	Dependents	4	39	31	26
Major Medical:	Employee	38	2	40	20
	Dependents	5	42	30	24
H.M.O.:	Employee	3	2	6	89
	Dependents	0	5	5	89
Dental:	Employee	10	6	13	71
	Dependents	1	14	11	74
Vision:	Employee	3	2	5	90
	Dependents	0	5	3	91
Disability:	Short Term	19	5	12	65
	Long Term	13	5	9	73
Accidental Death:	Employee	27	3	21	48
	Dependents	6	14	11	69
Group Life:	Employee	35	4	27	33
	Dependents	6	18	13	63
Pension Plan		2	0	1	96
Profit Sharing		5	0	2	93
401-K Plan		1	2	5	91
Employee Stock Option Plan		0	1	1	98
Education/Career Development					
Tuition Reinbursement		12	1	10	76
Workshops, Seminars etc.		39	0	12	49

Table XV
Population Size 25,000 - 50,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	30,665	2,288	29,750	0
Chief Engineer	15,512	137	15,000	0
Contract Engineer	8,023	3	5,000	0
Program Director	17,368	236	16,650	0
Operations Director	18,811	92	18,000	0
News Director	15,829	277	15,000	0
Sports Director	12,537	13	13,200	0
Business Manager/Controller	16,345	146	15,000	0
Traffic Manager/Supervisor	12,673	137	12,000	0
Community/Public Affairs Director	10,615	17	11,400	0
Promotion/Marketing Director	15,996	75	17,625	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	13,900	12,265	12,250
News Announcer	1	14,079	14,000	12,351
News Reporter	1	13,545	13,000	11,734
Farm Reporter	1	14,220	13,000	12,400
News Editor	1	15,211	14,500	13,733
Sports Reporter	1	11,527	12,000	10,228
Technician	2	10,771	9,600	11,517
Continuity Writer/Copywriter	1	13,727	13,250	11,312
Production Person	1	14,576	14,000	11,850
Music Person	1	13,475	13,450	12,517
Traffic/Computer Operator	1	12,403	12,000	10,854
Sales Support Person	2	13,537	12,000	10,773

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	18,605	29,180	26,144	22,763	18,393
Median	17,000	27,000	21,000	24,000	16,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	14	12	11	67
Salary & Bonus	2	16	4	22	0
Straight Com.	23	6	6	33	0
Draw Against Com.	23	8	8	0	0
Salary & Com.	30	29	44	22	33
Salary, Bonus & Com.	13	18	23	11	0
Straight Com. w/bonus	6	7	4	0	0
Other	0	2	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	2	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	32	3	40	25
	Dependents	7	31	29	33
Surgical Benefits:	Employee	31	3	37	30
	Dependents	7	29	27	36
Major Medical:	Employee	31	3	39	27
	Dependents	8	30	27	35
H.M.O.:	Employee	6	2	5	88
	Dependents	2	4	5	89
Dental:	Employee	6	4	11	78
	Dependents	2	10	8	81
Vision:	Employee	3	2	4	91
	Dependents	1	4	3	92
Disability:	Short Term	12	4	11	73
	Long Term	7	6	6	81
Accidental Death:	Employee	22	4	15	58
	Dependents	5	12	9	74
Group Life:	Employee	29	5	25	41
	Dependents	6	15	13	65
Pension Plan		1	1	3	94
Profit Sharing		5	0	1	94
401-K Plan		1	1	4	94
Employee Stock Option Plan		0	0	0	99
Education/Career Development					
Tuition Reinbursement		11	0	12	76
Workshops, Seminars etc.		31	0	9	59

Table XVI
Population Size Under 25,000 — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	28,066	2,241	25,000	0
Chief Engineer	11,650	51	9,000	0
Contract Engineer	7,637	3	3,600	0
Program Director	16,435	310	15,600	0
Operations Director	15,497	620	15,000	0
News Director	14,244	124	13,800	0
Sports Director	12,565	145	14,000	0
Business Manager/Controller	15,535	275	15,000	0
Traffic Manager/Supervisor	11,303	15	10,960	0
Community/Public Affairs Director	13,730	50	13,000	0
Promotion/Marketing Director	19,115	1,463	19,100	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	13,759	12,000	12,582
News Announcer	1	14,750	14,400	14,292
News Reporter	1	12,874	12,000	11,548
Farm Reporter	1	16,840	15,000	14,400
News Editor	1	11,188	12,000	9,063
Sports Reporter	1	11,138	10,800	11,936
Technician	1	10,229	9,000	7,800
Continuity Writer/Copywriter	1	11,384	10,700	10,140
Production Person	2	11,170	11,000	12,548
Music Person	1	11,579	11,900	10,062
Traffic/Computer Operator	1	11,920	12,000	11,042
Sales Support Person	2	14,331	11,700	15,778

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	17,825	25,281	23,975	34,250	15,738
Median	15,450	24,000	23,000	22,500	16,150

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	31	10	9	29
Salary & Bonus	1	13	2	18	14
Straight Com.	23	7	21	27	14
Draw Against Com.	18	5	2	0	0
Salary & Com.	32	25	36	9	14
Salary, Bonus & Com.	15	14	19	27	14
Straight Com. w/bonus	5	2	7	0	0
Other	1	3	2	9	14

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **26%** No **74%**

Paid Vacation	Years of Service							Paid Holidays (average)	**6**
	1	2	3	5	10	15	20+		
(average weeks)	1	2	2	2	2	3	3		

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	5	32	32
	Dependents	5	27	28	41
Surgical Benefits:	Employee	31	4	31	34
	Dependents	5	26	27	43
Major Medical:	Employee	31	5	30	34
	Dependents	5	26	27	43
H.M.O.:	Employee	6	2	3	89
	Dependents	1	6	2	91
Dental:	Employee	6	2	9	83
	Dependents	2	6	9	84
Vision:	Employee	3	1	4	93
	Dependents	2	2	3	93
Disability:	Short Term	11	3	8	78
	Long Term	8	4	5	83
Accidental Death:	Employee	21	3	12	65
	Dependents	3	9	7	81
Group Life:	Employee	26	5	14	54
	Dependents	2	13	9	77
Pension Plan		3	0	1	97
Profit Sharing		6	0	1	93
401-K Plan		0	1	2	97
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		14	1	7	78
Workshops, Seminars etc.		31	1	7	61

Table XVII — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,843	4,450	30,000	0
Chief Engineer	25,369	547	18,000	0
Contract Engineer	10,053	11	5,000	0
Program Director	25,342	574	19,155	0
Operations Director	27,375	685	20,010	0
News Director	22,896	257	16,720	0
Sports Director	24,231	167	16,000	0
Business Manager/Controller	26,091	729	18,990	0
Traffic Manager/Supervisor	16,754	163	14,750	0
Community/Public Affairs Director	19,451	237	15,000	0
Promotion/Marketing Director	27,323	1,321	22,750	0
Research Director	28,283	0	28,283	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	22,822	14,000	17,478
News Announcer	2	21,682	16,680	20,778
News Reporter	3	23,815	17,767	21,872
Farm Reporter	1	37,247	30,000	20,795
News Editor	2	25,672	20,000	27,496
Sports Reporter	2	30,867	20,000	32,919
Technician	3	24,179	26,647	23,228
Continuity Writer/Copywriter	1	16,603	14,280	15,683
Production Person	1	20,653	18,000	19,665
Music Person	1	19,627	18,000	13,670
Traffic/Computer Operator	1	15,803	14,400	14,183
Sales Support Person	2	16,766	18,000	14,756

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	22,502	45,431	49,949	61,438	32,751
Median	18,000	31,000	34,500	61,694	21,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	17	9	7	14
Salary & Bonus	2	22	20	26	29
Straight Com.	20	7	9	7	0
Draw Against Com.	26	5	3	4	7
Salary & Com.	31	27	36	26	29
Salary, Bonus & Com.	14	19	22	26	14
Straight Com. w/bonus	4	2	0	4	0
Other	0	1	0	0	7

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **22%** No **78%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	1	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	5	40	23
	Dependents	7	32	31	29
Surgical Benefits:	Employee	31	5	36	29
	Dependents	7	29	30	34
Major Medical:	Employee	33	5	37	26
	Dependents	8	31	29	33
H.M.O.:	Employee	10	3	10	76
	Dependents	3	9	9	79
Dental:	Employee	11	4	19	66
	Dependents	3	13	16	68
Vision:	Employee	5	1	10	84
	Dependents	2	4	9	85
Disability:	Short Term	23	1	9	67
	Long Term	14	5	10	72
Accidental Death:	Employee	33	3	16	48
	Dependents	9	16	9	66
Group Life:	Employee	35	3	25	37
	Dependents	8	19	14	59
Pension Plan		7	1	4	89
Profit Sharing		3	0	3	94
401-K Plan		0	0	10	90
Employee Stock Option Plan		1	4	2	94
Education/Career Development					
Tuition Reinbursement		11	1	11	77
Workshops, Seminars etc.		33	0	6	61

Table XVIII
Population Size Over 1 Million — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	90,326	12,584	79,000	0
Chief Engineer	44,031	1,423	45,000	0
Contract Engineer	18,253	0	10,870	0
Program Director	47,917	1,954	45,000	0
Operations Director	49,294	2,214	46,233	0
News Director	42,540	948	42,250	0
Sports Director	47,067	521	38,950	0
Business Manager/Controller	40,783	1,804	38,500	0
Traffic Manager/Supervisor	24,117	402	23,322	0
Community/Public Affairs Director	26,354	500	23,466	0
Promotion/Marketing Director	35,617	994	35,018	0
Research Director	28,283	0	28,283	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	51,594	47,100	36,674
News Announcer	3	36,522	32,208	32,202
News Reporter	6	37,390	34,676	34,286
Farm Reporter	1	46,952	40,062	21,488
News Editor	3	34,568	33,250	31,017
Sports Reporter	2	50,883	50,000	42,103
Technician	3	32,169	32,000	26,737
Continuity Writer/Copywriter	2	23,931	23,000	23,200
Production Person	2	27,746	25,000	24,947
Music Person	1	32,327	36,000	14,400
Traffic/Computer Operator	2	20,898	20,247	18,078
Sales Support Person	2	18,752	19,731	16,490

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	38,921	89,083	78,741	68,847	54,902
Median	35,000	80,000	71,127	75,000	55,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	11	4	6	0
Salary & Bonus	4	50	44	41	38
Straight Com.	17	6	8	6	0
Draw Against Com.	37	3	4	0	13
Salary & Com.	17	14	16	24	25
Salary, Bonus & Com.	11	14	24	18	13
Straight Com. w/bonus	13	3	0	6	0
Other	0	0	0	0	13

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **16%** No **84%**

Paid Vacation	Years of Service							Paid Holidays (average) **8**
	1	2	3	5	10	15	20+	
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	30	0	58	12
	Dependents	4	34	50	12
Surgical Benefits:	Employee	26	0	52	22
	Dependents	2	26	50	22
Major Medical:	Employee	30	0	60	10
	Dependents	4	32	50	14
H.M.O.:	Employee	10	0	34	56
	Dependents	2	10	30	58
Dental:	Employee	18	4	50	28
	Dependents	2	24	44	30
Vision:	Employee	4	0	28	68
	Dependents	0	8	24	68
Disability:	Short Term	42	0	16	42
	Long Term	24	14	24	38
Accidental Death:	Employee	44	4	28	24
	Dependents	10	32	20	38
Group Life:	Employee	52	0	34	14
	Dependents	14	26	30	30
Pension Plan		28	2	8	62
Profit Sharing		4	0	6	90
401-K Plan		0	0	38	62
Employee Stock Option Plan		4	16	8	72
Education/Career Development					
Tuition Reinbursement		24	0	22	54
Workshops, Seminars etc.		48	0	6	46

Table XIX
Population Size 250,000 - 1,000,000 — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	38,418	2,586	36,000	0
Chief Engineer	17,133	0	12,500	0
Contract Engineer	18,837	0	9,500	0
Program Director	23,002	218	20,800	0
Operations Director	21,570	33	22,010	0
News Director	22,413	0	20,725	0
Sports Director	15,530	0	15,500	0
Business Manager/Controller	29,086	0	20,500	0
Traffic Manager/Supervisor	16,486	152	16,260	0
Community/Public Affairs Director	14,700	0	14,700	0
Promotion/Marketing Director	19,400	0	16,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	17,712	16,640	14,177
News Announcer	2	17,450	18,000	13,750
News Reporter	2	17,183	16,850	10,167
Farm Reporter	1	26,000	24,000	20,000
News Editor	1	17,933	16,000	19,400
Sports Reporter	1	16,400	18,000	12,000
Technician	2	10,373	10,000	5,484
Continuity Writer/Copywriter	1	17,000	17,000	10,500
Production Person	1	17,978	15,000	19,217
Music Person	1	9,600	9,600	9,600
Traffic/Computer Operator	1	16,291	16,000	13,588
Sales Support Person	2	15,000	15,000	15,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	21,542	38,303	26,000	34,500	24,600
Median	20,000	40,000	26,000	34,500	25,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	7	10	17	0	0
Salary & Bonus	0	14	0	0	50
Straight Com.	20	0	0	0	0
Draw Against Com.	40	5	0	0	0
Salary & Com.	17	57	67	75	50
Salary, Bonus & Com.	13	14	17	25	0
Straight Com. w/bonus	0	0	0	0	0
Other	3	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **18%** No **82%**

Paid Vacation	Years of Service							Paid Holidays (average)	**7**
	1	2	3	5	10	15	20+		
(average weeks)	1	2	2	3	3	3	3		

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	36	6	36	21
	Dependents	15	30	24	30
Surgical Benefits:	Employee	36	6	30	27
	Dependents	15	30	21	33
Major Medical:	Employee	39	6	30	24
	Dependents	15	33	18	33
H.M.O.:	Employee	24	6	3	67
	Dependents	9	12	6	73
Dental:	Employee	15	3	15	67
	Dependents	6	12	12	70
Vision:	Employee	21	3	6	70
	Dependents	9	3	9	79
Disability:	Short Term	27	0	9	64
	Long Term	18	3	9	70
Accidental Death:	Employee	39	0	12	48
	Dependents	15	21	6	58
Group Life:	Employee	52	0	21	27
	Dependents	12	24	12	52
Pension Plan		3	0	3	94
Profit Sharing		3	0	3	94
401-K Plan		0	3	3	94
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		6	0	6	88
Workshops, Seminars etc.		30	0	6	64

Table XX
Population Size 50,000 - 250,000 — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	30,838	2,760	28,500	0
Chief Engineer	15,935	64	15,000	0
Contract Engineer	7,672	37	5,000	0
Program Director	18,078	142	17,800	0
Operations Director	19,044	0	16,000	0
News Director	16,664	67	15,600	0
Sports Director	13,300	0	13,910	0
Business Manager/Controller	19,283	134	15,300	0
Traffic Manager/Supervisor	14,065	43	13,520	0
Community/Public Affairs Director	13,099	0	14,030	0
Promotion/Marketing Director	14,920	1,429	15,360	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	16,313	13,279	13,491
News Announcer	1	14,336	13,520	11,452
News Reporter	1	12,819	13,500	13,383
Farm Reporter	1	28,000	28,000	25,000
News Editor	1	11,000	10,950	12,000
Sports Reporter	1	14,313	12,740	15,600
Technician	1	12,580	13,250	16,410
Continuity Writer/Copywriter	1	13,799	12,480	13,756
Production Person	1	9,901	10,000	10,840
Music Person	1	14,227	15,300	16,220
Traffic/Computer Operator	1	13,667	13,000	12,101
Sales Support Person	2	14,545	12,000	10,800

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	16,898	28,582	29,173	29,106	18,000
Median	15,800	27,998	25,000	29,106	18,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	18	12	20	33
Salary & Bonus	1	13	6	0	0
Straight Com.	23	4	0	20	0
Draw Against Com.	23	7	6	20	0
Salary & Com.	34	29	41	0	33
Salary, Bonus & Com.	14	27	35	40	33
Straight Com. w/bonus	3	0	0	0	0
Other	0	2	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **32%** No **68%**

Paid Vacation	Years of Service							Paid Holidays (average) **6**
	1	2	3	5	10	15	20+	
(average weeks)	1	2	2	2	2	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	34	8	32	26
	Dependents	8	39	23	30
Surgical Benefits:	Employee	34	8	29	30
	Dependents	9	38	19	34
Major Medical:	Employee	35	6	29	30
	Dependents	9	38	19	34
H.M.O.:	Employee	9	5	5	81
	Dependents	4	10	4	82
Dental:	Employee	13	4	10	73
	Dependents	4	13	8	75
Vision:	Employee	4	1	6	88
	Dependents	3	4	5	88
Disability:	Short Term	18	0	8	74
	Long Term	12	1	5	82
Accidental Death:	Employee	34	1	10	55
	Dependents	9	12	0	79
Group Life:	Employee	35	4	17	44
	Dependents	8	16	5	71
Pension Plan		1	0	1	97
Profit Sharing		5	0	1	94
401-K Plan		0	0	1	99
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reinbursement		6	3	8	83
Workshops, Seminars etc.		31	1	6	61

Table XXI
Population Size Under 50,000 — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	24,892	1,492	24,000	0
Chief Engineer	10,780	3	10,000	0
Contract Engineer	4,810	2	3,418	0
Program Director	14,665	33	14,200	0
Operations Director	15,348	22	15,400	0
News Director	13,983	9	13,000	0
Sports Director	12,456	0	14,150	0
Business Manager/Controller	13,560	420	13,000	0
Traffic Manager/Supervisor	10,768	7	10,300	0
Community/Public Affairs Director	12,645	0	13,090	0
Promotion/Marketing Director	11,167	6,667	12,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	13,267	12,000	10,245
News Announcer	1	12,229	13,000	13,075
News Reporter	1	13,381	12,300	12,147
Farm Reporter	1	22,000	22,000	16,000
News Editor	1	13,250	13,250	N/R
Sports Reporter	1	10,293	13,000	15.300
Technician	1	7,800	7,800	N/R
Continuity Writer/Copywriter	1	10,555	11,700	10,667
Production Person	1	12,196	12,480	11,995
Music Person	1	9,360	9,360	9,360
Traffic/Computer Operator	1	11,076	10,400	10,358
Sales Support Person	1	11,900	10,200	10,850

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	15,834	24,466	19,257	N/R	12,467
Median	15,000	24,500	18,694	N/R	12,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	23	13	0	100
Salary & Bonus	2	13	6	0	0
Straight Com.	19	13	25	0	0
Draw Against Com.	13	4	0	0	0
Salary & Com.	45	21	50	0	0
Salary, Bonus & Com.	16	19	6	100	0
Straight Com. w/bonus	2	4	0	0	0
Other	0	2	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **18%** No **82%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	2	2	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	28	5	39	28
	Dependents	5	25	31	39
Surgical Benefits:	Employee	28	4	36	32
	Dependents	5	21	31	43
Major Medical:	Employee	29	5	33	32
	Dependents	5	23	28	44
H.M.O.:	Employee	5	3	3	89
	Dependents	1	5	1	92
Dental:	Employee	4	4	8	84
	Dependents	1	7	8	84
Vision:	Employee	0	1	3	96
	Dependents	0	1	3	96
Disability:	Short Term	13	3	7	77
	Long Term	7	3	5	85
Accidental Death:	Employee	23	4	16	57
	Dependents	5	7	12	76
Group Life:	Employee	17	5	28	49
	Dependents	3	15	15	68
Pension Plan		0	1	4	95
Profit Sharing		1	0	1	97
401-K Plan		0	0	3	97
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		9	1	8	81
Workshops, Seminars etc.		25	0	5	69

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	62,256	7,866	50,000	0
Chief Engineer	31,456	529	30,000	0
Contract Engineer	10,399	27	7,200	0
Program Director	36,613	1,770	30,000	0
Operations Director	32,061	2,145	22,700	0
News Director	22,599	310	19,640	0
Sports Director	24,799	194	20,000	0
Business Manager/Controller	24,784	430	22,000	0
Traffic Manager/Supervisor	17,618	241	17,000	0
Community/Public Affairs Director	20,625	283	17,000	0
Promotion/Marketing Director	26,028	645	24,000	0
Research Director	18,545	20	18,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	23,879	18,000	18,240
News Announcer	1	23,600	19,671	18,854
News Reporter	1	17,447	16,000	16,767
Farm Reporter	1	12,600	12,600	10,200
News Editor	1	21,235	21,500	13,250
Sports Reporter	1	18,859	20,000	15,684
Technician	2	23,582	22,620	17,633
Continuity Writer/Copywriter	1	18,144	17,000	15,351
Production Person	1	26,196	23,250	22,772
Music Person	1	26,076	23,000	22,632
Traffic/Computer Operator	1	17,111	16,000	14,464
Sales Support Person	2	17,095	17,000	15,407

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	31,986	58,016	55,002	72,180	29,720
Median	25,000	50,000	50,000	70,000	26,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	10	7	8	5
Salary & Bonus	0	23	17	23	29
Straight Com.	20	4	6	14	8
Draw Against Com.	35	4	8	4	3
Salary & Com.	21	24	23	20	32
Salary, Bonus & Com.	12	30	34	27	16
Straight Com. w/bonus	10	2	4	4	8
Other	1	1	1	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **26%** No **74%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	36	2	46	16
	Dependents	7	33	39	21
Surgical Benefits:	Employee	35	2	44	20
	Dependents	7	31	37	25
Major Medical:	Employee	36	2	45	17
	Dependents	7	33	37	23
H.M.O.:	Employee	10	1	15	74
	Dependents	1	9	13	76
Dental:	Employee	14	6	25	55
	Dependents	3	16	23	59
Vision:	Employee	6	4	9	81
	Dependents	1	8	7	84
Disability:	Short Term	20	6	15	60
	Long Term	14	7	14	64
Accidental Death:	Employee	33	5	23	40
	Dependents	7	15	18	61
Group Life:	Employee	38	5	25	32
	Dependents	6	18	18	58
Pension Plan		10	1	2	87
Profit Sharing		7	0	2	90
401-K Plan		2	4	15	80
Employee Stock Option Plan		1	4	1	93
Education/Career Development					
Tuition Reinbursement		20	1	15	64
Workshops, Seminars etc.		42	2	10	45

Table XXIII
Population Size Over 1 Million

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	109,080	17,805	102,500	10,000
Chief Engineer	42,099	777	41,000	0
Contract Engineer	19,272	153	14,560	0
Program Director	64,921	4,186	60,000	0
Operations Director	61,988	4,477	55,000	0
News Director	36,820	657	31,720	0
Sports Director	46,592	278	40,500	0
Business Manager/Controller	36,286	899	34,500	0
Traffic Manager/Supervisor	24,172	336	23,500	0
Community/Public Affairs Director	27,998	0	24,490	0
Promotion/Marketing Director	31,891	1,047	28,000	0
Research Director	20,847	31	21,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	5	39,293	33,626	29,950
News Announcer	1	36,427	30,000	29,325
News Reporter	2	22,581	25,000	21,951
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	33,161	33,161	N/R
Sports Reporter	1	30,818	25,000	22,333
Technician	1	29,885	27,516	28,037
Continuity Writer/Copywriter	1	23,492	21,000	19,084
Production Person	1	32,740	31,800	30,112
Music Person	1	31,591	29,300	29,813
Traffic/Computer Operator	1	22,414	21,000	19,854
Sales Support Person	2	19,570	18,875	18,174

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	53,212	92,933	74,113	84,642	39,631
Median	42,000	90,000	72,430	85,000	35,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	7	6	3	4
Salary & Bonus	0	29	27	29	39
Straight Com.	31	5	4	13	4
Draw Against Com.	42	1	6	5	4
Salary & Com.	11	20	18	18	26
Salary, Bonus & Com.	4	35	31	26	17
Straight Com. w/bonus	10	3	6	5	4
Other	1	0	2	0	0

BENEFITS

Paid Sick Days (average) **10** Accumulate? Yes **24%** No **76%**

Paid Vacation	Years of Service							Paid Holidays (average) **8**
	1	2	3	5	10	15	20+	
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	46	0	54	0
	Dependents	7	31	58	3
Surgical Benefits:	Employee	45	0	51	4
	Dependents	7	28	56	8
Major Medical:	Employee	45	0	53	2
	Dependents	7	31	54	7
H.M.O.:	Employee	15	0	29	56
	Dependents	1	14	28	57
Dental:	Employee	23	6	41	30
	Dependents	3	20	44	33
Vision:	Employee	8	5	18	69
	Dependents	0	10	18	72
Disability:	Short Term	34	5	22	39
	Long Term	25	11	27	36
Accidental Death:	Employee	44	6	32	18
	Dependents	6	21	27	46
Group Life:	Employee	47	4	33	16
	Dependents	8	19	28	45
Pension Plan		30	3	3	64
Profit Sharing		9	0	5	85
401-K Plan		3	2	40	55
Employee Stock Option Plan		3	13	3	81
Education/Career Development					
Tuition Reinbursement		25	0	22	53
Workshops, Seminars etc.		51	3	9	36

Table XXIV
Population Size 250,000 - 1,000,000

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	68,448	7,259	70,000	0
Chief Engineer	28,195	347	30,000	0
Contract Engineer	10,230	10	9,600	0
Program Director	36,148	1,328	33,000	0
Operations Director	31,781	3,966	28,855	0
News Director	21,986	200	22,175	0
Sports Director	21,557	429	20,000	0
Business Manager/Controller	23,236	215	23,950	0
Traffic Manager/Supervisor	17,565	100	18,000	0
Community/Public Affairs Director	18,854	171	17,500	0
Promotion/Marketing Director	21,862	256	21,000	0
Research Director	16,164	0	15,600	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	5	25,266	21,000	18,195
News Announcer	1	20,947	20,000	17,456
News Reporter	1	15,925	15,500	15,500
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	14,642	11,213	11,000
Sports Reporter	1	19,125	21,250	24,000
Technician	1	23,193	22,100	17,278
Continuity Writer/Copywriter	1	18,408	16,810	15,451
Production Person	1	22,940	21,210	18,585
Music Person	1	22,772	20,920	20,133
Traffic/Computer Operator	1	16,705	16,500	13,652
Sales Support Person	1	15,186	15,000	13,874

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	32,809	58,583	52,088	56,911	25,228
Median	29,000	55,000	53,229	54,000	26,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	3	14	0
Salary & Bonus	0	22	17	21	11
Straight Com.	18	3	3	14	22
Draw Against Com.	40	4	7	0	0
Salary & Com.	21	30	34	14	44
Salary, Bonus & Com.	11	33	34	29	11
Straight Com. w/bonus	10	3	0	7	11
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **29%** No **71%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	42	1	43	13
	Dependents	6	37	39	18
Surgical Benefits:	Employee	42	1	40	16
	Dependents	6	36	37	21
Major Medical:	Employee	41	1	44	13
	Dependents	6	39	36	19
H.M.O.:	Employee	14	1	13	71
	Dependents	2	12	12	73
Dental:	Employee	19	8	27	46
	Dependents	2	26	24	48
Vision:	Employee	8	5	4	82
	Dependents	1	11	2	86
Disability:	Short Term	25	9	9	57
	Long Term	13	11	10	65
Accidental Death:	Employee	43	3	21	33
	Dependents	11	11	15	62
Group Life:	Employee	51	3	20	27
	Dependents	9	20	11	60
Pension Plan		7	1	1	91
Profit Sharing		8	2	1	89
401-K Plan		3	9	13	74
Employee Stock Option Plan		0	3	1	96
Education/Career Development					
Tuition Reinbursement		19	3	16	62
Workshops, Semiaars etc.		41	2	12	44

Table XXV
Population Size 50,000 - 250,000

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	44,901	4,841	40,000	0
Chief Engineer	19,633	436	19,000	0
Contract Engineer	8,541	11	6,250	0
Program Director	24,082	717	22,000	0
Operations Director	19,221	42	18,500	0
News Director	17,387	274	16,000	0
Sports Director	12,560	0	12,000	0
Business Manager/Controller	18,314	230	17,000	0
Traffic Manager/Supervisor	14,251	392	14,000	0
Community/Public Affairs Director	15,652	877	15,300	0
Promotion/Marketing Director	16,284	102	15,000	0
Research Director	8,460	0	8,460	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	16,101	14,600	13,088
News Announcer	1	16,172	15,000	13,302
News Reporter	1	16,122	13,500	14,912
Farm Reporter	1	N/R	N/R	N/R
News Editor	1	N/R	N/R	N/R
Sports Reporter	1	15,541	14,500	13,500
Technician	2	17,206	15,570	12,668
Continuity Writer/Copywriter	1	15,159	14,150	13,857
Production Person	1	16,796	16,000	12,480
Music Person	1	20,745	19,000	14,007
Traffic/Computer Operator	1	14,138	13,750	13,142
Sales Support Person	2	13,453	13,250	11,672

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	21,384	40,441	33,928	44,082	23,246
Median	20,000	36,000	30,000	42,132	25,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	13	10	15	0
Salary & Bonus	1	25	10	8	25
Straight Com.	18	4	13	15	0
Draw Against Com.	35	6	10	8	0
Salary & Com.	20	18	16	31	25
Salary, Bonus & Com.	14	29	39	23	25
Straight Com. w/bonus	11	2	3	0	25
Other	0	2	0	0	0

BENEFITS

Paid Sick Days (average) **6** Accumulate? Yes **20%** No **80%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	4	47	17
	Dependents	6	36	35	23
Surgical Benefits:	Employee	28	3	46	24
	Dependents	6	32	32	29
Major Medical:	Employee	33	4	45	18
	Dependents	6	35	32	26
H.M.O.:	Employee	6	2	13	80
	Dependents	0	8	9	83
Dental:	Employee	9	6	20	65
	Dependents	3	10	15	72
Vision:	Employee	4	3	9	83
	Dependents	1	7	5	87
Disability:	Short Term	12	5	18	65
	Long Term	13	5	11	72
Accidental Death:	Employee	29	6	24	42
	Dependents	8	15	17	60
Group Life:	Employee	31	5	28	35
	Dependents	5	18	18	59
Pension Plan		3	2	2	94
Profit Sharing		5	0	1	94
401-K Plan		1	2	6	91
Employee Stock Option Plan		1	2	2	95
Education/Career Development					
Tuition Reinbursement		20	2	11	67
Workshops, Seminars etc.		43	2	9	46

Table XXVI
Population Size Under 50,000

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	30,394	2,386	30,000	0
Chief Engineer	19,340	72	17,500	0
Contract Engineer	8,550	0	5,000	0
Program Director	18,926	834	17,800	0
Operations Director	16,879	337	15,600	0
News Director	15,014	124	14,400	0
Sports Director	13,574	50	13,000	0
Business Manager/Controller	16,520	259	15,600	0
Traffic Manager/Supervisor	12,010	24	12,000	0
Community/Public Affairs Director	13,680	0	13,000	0
Promotion/Marketing Director	19,783	375	18,500	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	3	14,914	12,000	14,631
News Announcer	1	15,789	13,800	15,364
News Reporter	1	12,386	12,000	12,500
Farm Reporter	1	12,600	12,600	10,200
News Editor	1	19,200	19,200	15,500
Sports Reporter	1	8,676	4,200	3,738
Technician	3	6,035	6,000	5,100
Continuity Writer/Copywriter	1	12,409	12,144	10,888
Production Person	1	15,375	17,250	16,100
Music Person	1	13,907	15,350	12,750
Traffic/Computer Operator	1	13,063	13,000	11,258
Sales Support Person	2	14,651	14,400	15,343

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	19,833	28,300	34,789	37,097	16,786
Median	16,000	25,000	38,000	19,290	17,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	4	16	12	17	50
Salary & Bonus	0	12	0	17	0
Straight Com.	14	6	6	17	0
Draw Against Com.	24	8	12	0	0
Salary & Com.	31	29	29	17	50
Salary, Bonus & Com.	17	22	35	33	0
Straight Com. w/bonus	8	2	6	0	0
Other	1	4	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **31%** No **69%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	27	3	37	33
	Dependents	8	27	23	42
Surgical Benefits:	Employee	26	3	37	34
	Dependents	8	26	24	42
Major Medical:	Employee	27	3	37	33
	Dependents	8	26	26	41
H.M.O.:	Employee	6	2	3	89
	Dependents	3	3	2	91
Dental:	Employee	4	4	13	78
	Dependents	2	9	10	79
Vision:	Employee	2	2	6	90
	Dependents	2	3	3	91
Disability:	Short Term	9	4	10	77
	Long Term	6	2	9	83
Accidental Death:	Employee	16	3	14	67
	Dependents	2	11	10	77
Group Life:	Employee	23	8	18	51
	Dependents	2	16	13	69
Pension Plan		2	0	1	97
Profit Sharing		7	0	1	92
401-K Plan		0	2	2	96
Employee Stock Option Plan		1	0	0	99
Education/Career Development					
Tuition Reinbursement		14	0	12	73
Workshops, Seminars etc.		33	1	11	54

Table XXVII — AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	54,687	7,483	45,000	0
Chief Engineer	25,182	270	23,500	0
Contract Engineer	12,161	140	8,350	0
Program Director	30,013	1,396	22,500	0
Operations Director	30,241	591	24,000	0
News Director	21,389	276	18,824	0
Sports Director	19,685	182	16,440	0
Business Manager/Controller	24,541	455	21,000	0
Traffic Manager/Supervisor	16,630	149	15,000	0
Community/Public Affairs Director	17,298	51	15,000	0
Promotion/Marketing Director	24,632	577	23,320	0
Research Director	25,730	262	25,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	22,606	16,000	16,615
News Announcer	2	18,925	17,000	16,560
News Reporter	2	16,884	15,000	14,934
Farm Reporter	1	18,736	20,000	15,220
News Editor	2	16,425	15,775	13,756
Sports Reporter	1	20,246	16,200	16,731
Technician	2	20,947	19,450	17,834
Continuity Writer/Copywriter	1	16,088	15,455	13,964
Production Person	1	24,020	22,750	20,795
Music Person	1	22,879	18,500	18,312
Traffic/Computer Operator	1	15,034	14,400	12,952
Sales Support Person	2	16,563	16,554	14,795

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	30,344	53,280	46,644	58,054	27,655
Median	24,000	45,540	40,000	53,750	24,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	10	7	11	28
Salary & Bonus	1	22	14	21	15
Straight Com.	25	3	9	9	4
Draw Against Com.	33	4	6	6	2
Salary & Com.	22	26	27	26	43
Salary, Bonus & Com.	10	29	30	23	7
Straight Com. w/bonus	7	6	5	4	0
Other	0	0	1	1	2

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **25%** No **75%**

Paid Vacation	Years of Service							Paid Holidays (average)	7
	1	2	3	5	10	15	20+		
(average weeks)	2	2	2	2	3	3	3		

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	43	1	46	10
	Dependents	6	37	43	14
Surgical Benefits:	Employee	42	1	44	13
	Dependents	6	36	41	18
Major Medical:	Employee	42	1	45	12
	Dependents	6	36	41	17
H.M.O.:	Employee	9	1	13	77
	Dependents	1	8	13	79
Dental:	Employee	16	6	22	57
	Dependents	2	18	22	58
Vision:	Employee	5	2	7	85
	Dependents	0	7	7	85
Disability:	Short Term	22	4	13	61
	Long Term	16	10	12	62
Accidental Death:	Employee	34	4	20	42
	Dependents	5	17	13	64
Group Life:	Employee	45	4	27	24
	Dependents	5	19	16	60
Pension Plan		8	1	2	90
Profit Sharing		8	0	1	90
401-K Plan		1	4	13	82
Employee Stock Option Plan		1	2	1	96
Education/Career Development					
Tuition Reinbursement		16	1	15	68
Workshops, Seminars etc.		43	1	10	46

Table XXVIII
Population Size Over 1 Million

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	105,332	19,940	100,000	7,250
Chief Engineer	40,851	547	39,831	0
Contract Engineer	27,128	151	27,400	0
Program Director	63,109	5,709	59,090	0
Operations Director	53,632	1,807	47,500	0
News Director	33,848	303	31,000	0
Sports Director	40,903	72	36,200	0
Business Manager/Controller	39,267	1,067	36,000	0
Traffic Manager/Supervisor	24,905	301	24,900	0
Community/Public Affairs Director	25,286	86	24,850	0
Promotion/Marketing Director	31,483	430	30,000	0
Research Director	29,144	383	26,800	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	41,350	34,000	27,988
News Announcer	2	27,423	24,741	24,828
News Reporter	2	25,316	22,570	20,665
Farm Reporter	N/R	N/R	N/R	16,000
News Editor	4	15,149	14,786	12,968
Sports Reporter	1	33,600	29,550	24,183
Technician	2	26,537	25,000	19,858
Continuity Writer/Copywriter	1	18,800	18,000	17,500
Production Person	1	30,772	30,000	26,131
Music Person	1	33,372	28,000	22,952
Traffic/Computer Operator	2	20,043	20,000	16,524
Sales Support Person	2	18,767	18,491	16,411

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	9				
Annual Compensation ($)					
Average	49,755	93,930	74,259	73,234	37,841
Median	42,782	85,000	75,000	67,230	30,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	5	6	7	0
Salary & Bonus	0	30	21	26	18
Straight Com.	31	1	8	7	0
Draw Against Com.	37	1	4	0	0
Salary & Com.	16	24	23	26	73
Salary, Bonus & Com.	7	35	31	26	5
Straight Com. w/bonus	8	3	6	7	0
Other	1	0	2	0	5

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **26%** No **74%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **8**
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	0	49	1
	Dependents	8	22	68	2
Surgical Benefits:	Employee	48	0	48	4
	Dependents	8	21	64	7
Major Medical:	Employee	48	0	50	2
	Dependents	8	23	64	4
H.M.O.:	Employee	20	0	29	51
	Dependents	1	11	36	52
Dental:	Employee	30	8	37	26
	Dependents	2	17	52	29
Vision:	Employee	9	6	16	70
	Dependents	0	11	19	70
Disability:	Short Term	36	9	17	39
	Long Term	32	14	23	30
Accidental Death:	Employee	44	4	27	24
	Dependents	7	19	21	53
Group Life:	Employee	54	4	30	11
	Dependents	8	23	21	48
Pension Plan		24	1	3	71
Profit Sharing		12	0	1	87
401-K Plan		3	7	40	50
Employee Stock Option Plan		1	10	6	83
Education/Career Development					
Tuition Reinbursement		17	4	30	49
Workshops, Seminars etc.		51	1	14	33

Table XXIX
Population Size 250,000 - 1,000,000 — AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	68,562	7,045	64,500	0
Chief Engineer	25,936	96	25,350	0
Contract Engineer	13,057	189	12,000	0
Program Director	33,492	1,048	30,600	0
Operations Director	34,343	634	30,429	0
News Director	23,043	119	21,500	0
Sports Director	22,148	233	21,000	0
Business Manager/Controller	26,171	439	24,000	0
Traffic Manager/Supervisor	17,287	27	16,906	0
Community/Public Affairs Director	17,428	42	15,000	0
Promotion/Marketing Director	20,620	212	19,000	0
Research Director	22,200	113	20,300	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	30,063	20,000	20,812
News Announcer	3	19,892	19,000	16,189
News Reporter	2	17,022	15,000	16,506
Farm Reporter	1	25,767	26,100	16,750
News Editor	1	18,748	19,000	15,000
Sports Reporter	1	20,094	19,050	19,833
Technician	2	20,988	19,700	19,393
Continuity Writer/Copywriter	1	17,787	17,000	15,162
Production Person	1	22,730	21,000	19,081
Music Person	1	22,505	22,000	18,109
Traffic/Computer Operator	1	16,258	16,000	13,951
Sales Support Person	1	16,532	16,510	14,897

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	38,598	59,889	49,472	50,328	30,924
Median	28,000	55,000	47,138	51,250	26,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	10	15	33
Salary & Bonus	0	34	19	19	13
Straight Com.	25	2	5	4	7
Draw Against Com.	43	6	8	12	7
Salary & Com.	18	24	24	19	27
Salary, Bonus & Com.	7	27	31	27	13
Straight Com. w/bonus	6	2	2	0	0
Other	1	0	2	4	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **29%** No **71%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	1	48	4
	Dependents	4	44	46	7
Surgical Benefits:	Employee	46	1	48	5
	Dependents	3	44	45	8
Major Medical:	Employee	46	1	48	5
	Dependents	3	43	46	8
H.M.O.:	Employee	8	0	18	74
	Dependents	1	9	16	75
Dental:	Employee	18	7	27	48
	Dependents	1	23	27	49
Vision:	Employee	6	2	8	84
	Dependents	0	7	8	85
Disability:	Short Term	27	4	20	49
	Long Term	18	12	21	49
Accidental Death:	Employee	41	3	27	29
	Dependents	3	21	22	54
Group Life:	Employee	52	3	32	13
	Dependents	3	21	21	55
Pension Plan		11	0	1	88
Profit Sharing		7	1	1	92
401-K Plan		0	7	14	78
Employee Stock Option Plan		2	0	1	97
Education/Career Development					
Tuition Reinbursement		21	0	13	66
Workshops, Seminars etc.		44	1	9	46

Table XXX
Population Size 50,000 - 250,000 — AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	44,844	6,945	42,000	0
Chief Engineer	20,010	326	19,110	0
Contract Engineer	10,408	237	7,200	0
Program Director	22,088	660	20,800	0
Operations Director	24,802	161	22,680	0
News Director	19,339	347	18,460	0
Sports Director	16,595	242	15,600	0
Business Manager/Controller	19,090	308	18,100	0
Traffic Manager/Supervisor	14,984	172	14,800	0
Community/Public Affairs Director	14,249	32	14,020	0
Promotion/Marketing Director	21,353	1,879	17,000	0
Research Director	13,000	0	13,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	17,258	15,000	12,524
News Announcer	2	15,361	15,000	13,429
News Reporter	2	14,013	14,450	12,058
Farm Reporter	1	17,779	19,000	15,456
News Editor	1	18,993	20,000	15,370
Sports Reporter	1	12,673	11,400	10,207
Technician	1	17,476	15,800	13,871
Continuity Writer/Copywriter	1	14,838	14,750	12,907
Production Person	1	16,512	16,100	15,452
Music Person	1	15,391	15,500	14,777
Traffic/Computer Operator	1	13,583	13,398	11,455
Sales Support Person	2	13,737	13,000	12,367

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	24,894	42,476	37,687	33,842	18,759
Median	22,500	40,000	33,000	35,000	17,800

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	9	6	13	67
Salary & Bonus	0	14	11	9	8
Straight Com.	22	2	10	4	0
Draw Against Com.	33	2	7	13	0
Salary & Com.	26	27	26	39	25
Salary, Bonus & Com.	11	36	33	17	0
Straight Com. w/bonus	7	10	6	4	0
Other	0	0	1	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **25%** No **75%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	43	1	48	7
	Dependents	6	42	39	13
Surgical Benefits:	Employee	42	1	46	10
	Dependents	6	40	37	17
Major Medical:	Employee	43	1	47	9
	Dependents	6	40	38	16
H.M.O.:	Employee	8	0	9	83
	Dependents	1	6	8	84
Dental:	Employee	15	6	22	56
	Dependents	2	21	19	58
Vision:	Employee	5	2	7	86
	Dependents	0	7	6	87
Disability:	Short Term	21	4	9	67
	Long Term	15	8	9	68
Accidental Death:	Employee	35	3	20	42
	Dependents	7	18	10	66
Group Life:	Employee	45	4	28	24
	Dependents	5	20	15	60
Pension Plan		5	0	1	94
Profit Sharing		8	0	2	90
401-K Plan		1	4	9	85
Employee Stock Option Plan		1	1	0	98
Education/Career Development					
Tuition Reinbursement		13	0	15	71
Workshops, Seminars etc.		43	1	12	44

Table XXXI
Population Size Under 50,000 — AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	32,633	2,871	30,000	0
Chief Engineer	14,715	141	13,504	0
Contract Engineer	10,035	5	5,400	0
Program Director	17,637	161	16,850	0
Operations Director	18,984	463	17,650	0
News Director	15,949	304	15,000	0
Sports Director	12,976	111	13,500	0
Business Manager/Controller	16,891	124	15,300	0
Traffic Manager/Supervisor	12,694	140	12,000	0
Community/Public Affairs Director	11,096	47	11,200	0
Promotion/Marketing Director	19,113	125	19,889	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	4	13,998	13,000	12,345
News Announcer	1	15,035	15,000	13,085
News Reporter	1	13,915	14,040	11,758
Farm Reporter	1	15,443	14,500	13,320
News Editor	1	13,944	14,225	12,440
Sports Reporter	1	13,372	13,300	11,792
Technician	1	12,257	12,000	11,757
Continuity Writer/Copywriter	1	13,331	13,510	11,002
Production Person	2	11,942	12,650	9,783
Music Person	1	12,064	12,000	10,797
Traffic/Computer Operator	1	12,303	12,480	10,888
Sales Support Person	2	15,246	13,500	13,614

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	18,685	30,453	25,384	23,500	20,375
Median	17,250	27,550	23,550	23,500	19,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	20	8	9	40
Salary & Bonus	3	18	4	27	20
Straight Com.	27	5	12	36	20
Draw Against Com.	23	7	4	0	0
Salary & Com.	24	27	39	18	0
Salary, Bonus & Com.	13	16	27	9	20
Straight Com. w/bonus	7	6	6	0	0
Other	0	2	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	37	2	39	21
	Dependents	6	33	34	27
Surgical Benefits:	Employee	36	2	36	26
	Dependents	6	32	31	32
Major Medical:	Employee	36	3	38	24
	Dependents	6	32	32	30
H.M.O.:	Employee	7	1	6	86
	Dependents	1	6	6	87
Dental:	Employee	8	3	12	77
	Dependents	2	11	10	78
Vision:	Employee	3	2	4	90
	Dependents	1	5	3	91
Disability:	Short Term	14	3	11	72
	Long Term	9	9	5	77
Accidental Death:	Employee	24	4	14	58
	Dependents	5	14	7	75
Group Life:	Employee	35	4	22	38
	Dependents	5	15	11	69
Pension Plan		2	1	2	95
Profit Sharing		8	0	0	92
401-K Plan		1	1	4	94
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		15	1	11	73
Workshops, Seminars etc.		38	0	8	54

Table XXXII — AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,064	2,033	24,000	0
Chief Engineer	12,356	275	7,150	0
Contract Engineer	6,220	41	3,600	0
Program Director	14,884	64	14,200	0
Operations Director	17,919	229	16,900	0
News Director	14,277	128	14,000	0
Sports Director	10,968	36	12,000	0
Business Manager/Controller	16,795	47	14,150	0
Traffic Manager/Supervisor	12,164	31	11,440	0
Community/Public Affairs Director	17,475	250	16,250	0
Promotion/Marketing Director	12,659	0	12,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	2	12,745	11,000	11,739
News Announcer	1	13,292	12,500	10,615
News Reporter	2	11,024	10,400	10,431
Farm Reporter	1	29,500	29,500	18,000
News Editor	1	10,709	10,500	10,143
Sports Reporter	1	7,782	7,400	8,195
Technician	1	25,000	25,000	N/R
Continuity Writer/Copywriter	1	10,447	9,500	8,660
Production Person	1	13,571	11,000	12,333
Music Person	1	9,454	9,454	9,829
Traffic/Computer Operator	1	12,802	12,480	12,429
Sales Support Person	1	9,577	10,000	10,413

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	17,080	22,960	22,213	N/R	15,875
Median	15,300	22,500	23,000	N/R	15,250

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	7	25	14	0	0
Salary & Bonus	0	7	0	0	0
Straight Com.	21	4	9	50	0
Draw Against Com.	21	9	5	0	0
Salary & Com.	39	43	50	0	50
Salary, Bonus & Com.	10	5	14	26	0
Straight Com. w/bonus	2	4	5	0	0
Other	0	4	5	25	50

BENEFITS

Paid Sick Days (average) **6** Accumulate? Yes **15%** No **85%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	2	2	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	32	6	23	40
	Dependents	9	28	11	51
Surgical Benefits:	Employee	31	4	23	42
	Dependents	8	26	11	54
Major Medical:	Employee	31	4	22	43
	Dependents	9	26	11	53
H.M.O.:	Employee	3	2	1	94
	Dependents	0	3	1	96
Dental:	Employee	8	2	6	84
	Dependents	0	8	1	91
Vision:	Employee	3	0	2	95
	Dependents	1	2	1	96
Disability:	Short Term	9	2	5	84
	Long Term	6	2	4	89
Accidental Death:	Employee	22	1	11	66
	Dependents	5	10	6	79
Group Life:	Employee	26	5	10	58
	Dependents	6	11	5	78
Pension Plan		3	0	0	97
Profit Sharing		1	0	1	98
401-K Plan		1	2	2	95
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reinbursement		4	0	4	92
Workshops, Seminars etc.		21	1	7	72

Table XXXIII
Population Size Over 500,000 — AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	33,807	4,467	35,000	0
Chief Engineer	25,220	167	23,310	0
Contract Engineer	5,863	0	6,000	0
Program Director	22,811	111	19,000	0
Operations Director	23,333	0	24,000	0
News Director	20,960	200	20,800	0
Sports Director	N/R			
Business Manager/Controller	21,757	143	18,000	0
Traffic Manager/Supervisor	20,080	200	18,000	0
Community/Public Affairs Director	22,500	500	22,500	500
Promotion/Marketing Director	12,000	0	12,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	2	15,281	12,000	11,370
News Announcer	2	18,825	18,650	12,000
News Reporter	1	11,400	11,400	12,000
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	N/R	N/R	N/R	N/R
Sports Reporter	N/R	N/R	N/R	N/R
Technician	1	25,000	25,000	N/R
Continuity Writer/Copywriter	1	N/R	N/R	N/R
Production Person	2	22,000	22,000	N/R
Music Person	N/R	N/R	N/R	N/R
Traffic/Computer Operator	1	17,833	18,000	17,500
Sales Support Person	N/R	N/R	N/R	N/R

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	19,867	26,229	25,488	N/R	15,000
Median	16,500	25,000	25,488	N/R	15,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	10	0	0	0
Salary & Bonus	0	0	0	0	0
Straight Com.	17	0	0	0	0
Draw Against Com.	25	10	0	0	0
Salary & Com.	42	50	100	0	0
Salary, Bonus & Com.	8	10	0	0	0
Straight Com. w/bonus	8	10	0	0	0
Other	0	10	0	0	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 0% No 100%

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 7
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	44	6	13	38
	Dependents	19	25	6	50
Surgical Benefits:	Employee	44	0	13	44
	Dependents	19	19	6	56
Major Medical:	Employee	44	0	13	44
	Dependents	19	19	6	56
H.M.O.:	Employee	0	0	6	94
	Dependents	0	0	6	94
Dental:	Employee	13	0	13	75
	Dependents	0	13	6	81
Vision:	Employee	0	0	0	100
	Dependents	0	0	0	100
Disability:	Short Term	19	0	0	81
	Long Term	13	0	0	88
Accidental Death:	Employee	25	0	6	69
	Dependents	6	6	6	81
Group Life:	Employee	38	0	13	50
	Dependents	6	13	6	75
Pension Plan		6	0	0	94
Profit Sharing		0	0	0	100
401-K Plan		0	0	0	100
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		0	0	6	94
Workshops, Seminars etc.		25	0	6	69

Table XXXIV
Population Size 50,000 - 500,000 — AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,783	2,922	20,800	0
Chief Engineer	12,686	714	9,600	0
Contract Engineer	8,752	95	3,900	0
Program Director	14,121	52	12,740	0
Operations Director	20,360	850	20,000	250
News Director	14,802	44	14,300	0
Sports Director	15,933	133	14,400	0
Business Manager/Controller	16,945	42	14,000	0
Traffic Manager/Supervisor	11,565	17	10,400	0
Community/Public Affairs Director	12,450	0	12,450	0
Promotion/Marketing Director	11,960	0	11,960	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	2	12,590	12,000	11,378
News Announcer	1	13,250	12,500	12,250
News Reporter	2	11,597	10,790	10,395
Farm Reporter	1	29,500	29,500	18,000
News Editor	1	13,224	13,224	14,040
Sports Reporter	1	6,750	6,750	10,000
Technician	N/R	N/R	N/R	N/R
Continuity Writer/Copywriter	1	8,840	8,840	8,320
Production Person	1	11,333	11,000	14,500
Music Person	N/R	N/R	N/R	N/R
Traffic/Computer Operator	1	12,864	12,480	12,333
Sales Support Person	1	10,733	10,200	12,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	16,506	27,517	31,750	N/R	19,750
Median	16,000	25,000	28,500	N/R	19,750

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	7	18	13	0	0
Salary & Bonus	0	6	0	0	0
Straight Com.	15	6	13	50	0
Draw Against Com.	30	12	0	0	0
Salary & Com.	37	47	38	0	0
Salary, Bonus & Com.	11	12	38	50	0
Straight Com. w/bonus	0	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **15%** No **85%**

Paid Vacation	Years of Service							Paid Holidays (average) **7**
	1	2	3	5	10	15	20+	
(average weeks)	1	2	2	2	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	38	3	28	31
	Dependents	9	34	13	44
Surgical Benefits:	Employee	34	3	28	34
	Dependents	6	34	13	47
Major Medical:	Employee	36	3	27	33
	Dependents	9	34	13	44
H.M.O.:	Employee	6	3	0	91
	Dependents	0	6	0	94
Dental:	Employee	13	6	6	75
	Dependents	0	19	0	81
Vision:	Employee	3	0	3	94
	Dependents	0	6	0	94
Disability:	Short Term	9	3	3	84
	Long Term	3	6	3	88
Accidental Death:	Employee	19	3	19	59
	Dependents	6	22	6	66
Group Life:	Employee	31	9	16	44
	Dependents	3	16	6	75
Pension Plan		3	0	0	97
Profit Sharing		0	0	0	100
401-K Plan		0	6	6	88
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		6	0	3	91
Workshops, Seminars etc.		34	0	3	63

Table XXXV
Population Size Under 50,000 — AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	22,084	812	24,000	0
Chief Engineer	3,524	6	3,000	0
Contract Engineer	3,704	0	3,000	0
Program Director	13,138	58	13,000	0
Operations Director	15,332	9	15,000	0
News Director	12,436	174	13,000	0
Sports Director	9,106	0	9,500	0
Business Manager/Controller	13,985	0	13,000	0
Traffic Manager/Supervisor	10,635	0	10,400	0
Community/Public Affairs Director	N/R			
Promotion/Marketing Director	14,016	0	14,016	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	2	12,165	10,600	12,035
News Announcer	1	11,461	11,200	9,451
News Reporter	1	10,408	9,620	10,058
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	8,195	8,195	8,195
Sports Reporter	1	8,298	7,400	6,390
Technician	N/R	N/R	N/R	N/R
Continuity Writer/Copywriter	1	11,250	11,250	9,000
Production Person	1	8,500	8,500	8,000
Music Person	1	9,454	9,454	9,829
Traffic/Computer Operator	1	10,602	11,232	11,472
Sales Support Person	1	9,144	8,100	9,883

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	16,488	20,153	15,828	N/R	14,500
Median	13,250	19,000	15,000	N/R	12,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	9	34	17	0	0
Salary & Bonus	0	10	0	0	0
Straight Com.	26	3	8	50	0
Draw Against Com.	14	7	8	0	0
Salary & Com.	40	38	50	0	50
Salary, Bonus & Com.	9	0	0	0	0
Straight Com. w/bonus	2	3	8	0	0
Other	0	3	8	50	50

BENEFITS

Paid Sick Days (average) **6** Accumulate? Yes **21%** No **79%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **6**
(average weeks)	1	2	2	2	2	2	2	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	26	7	22	45
	Dependents	7	26	12	55
Surgical Benefits:	Employee	26	5	22	47
	Dependents	7	24	12	57
Major Medical:	Employee	24	5	22	48
	Dependents	7	24	12	57
H.M.O.:	Employee	2	2	0	97
	Dependents	0	2	0	98
Dental:	Employee	5	0	3	91
	Dependents	0	2	0	98
Vision:	Employee	3	0	2	95
	Dependents	2	0	2	97
Disability:	Short Term	7	2	7	84
	Long Term	5	0	5	90
Accidental Death:	Employee	22	0	9	69
	Dependents	3	5	5	86
Group Life:	Employee	21	3	7	69
	Dependents	7	9	3	81
Pension Plan		2	0	0	98
Profit Sharing		2	0	2	97
401-K Plan		2	0	0	98
Employee Stock Option Plan		0	2	0	98
Education/Career Development					
Tuition Reinbursement		3	0	3	93
Workshops, Seminars etc.		12	2	9	78

DEFINITIONS — SUPPORT STAFF

On-Air Personality
Includes Announcers, DJs and Personalities. Responsibilities are announcing for entertainment and other radio programming.

News Announcer
Specializes in delivering news on the air or serves as an anchor person.

News Reporter
May have title of director in one-person news department. Gathers, writes and feeds news stories from field to station as well as gathering and writing stories in-house via telephone, wire and other sources.

News Editor
Responsibilities involve reviewing and editing news service copy, network news and locally gathered news materials.

Sports Reporter
Reports sports events play-by-play, does interviews and news inserts.

Technician
Operates and maintains studio transmitter equipment.

Continuity Writer/Copywriter
Writes commercial copy and previews commercial material written by outside sources.

Production Person
Writes, produces and coordinates the production of all commercial, promotional and public service announcements.

Music Person
Responsible for previewing, selecting and cataloging the music portion of the stations program direction.

Traffic/Computer Operator
Prepares a minute by minute schedule of all on-air radio programming, commercials and public service announcements, and any other announcements. May be responsible for entering all pertinent data into the computer and generating necessary reports.

Broadcast Cable Financial Management Association
701 Lee Street, Suite 1010
Des Plaines, IL 60016

National Association of Broadcasters
1771 N Street, NW
Washington, DC 20036

ISBN 0-89324-093-1